



Engaging Youth for YOUR message

Why is it important?



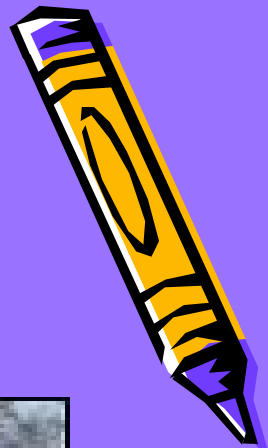
Sometimes it's the BEST way to reach your audience!



- I'm an adult, I KNOW all this stuff...
- If it hasn't happened by now, it probably won't
- I'll deal with it later, I'm too busy now.



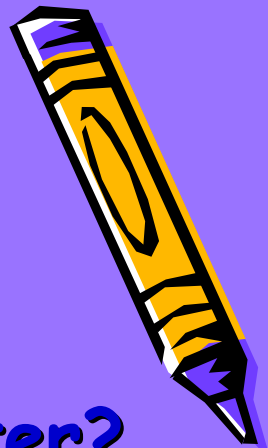
Sometimes "later" never comes!



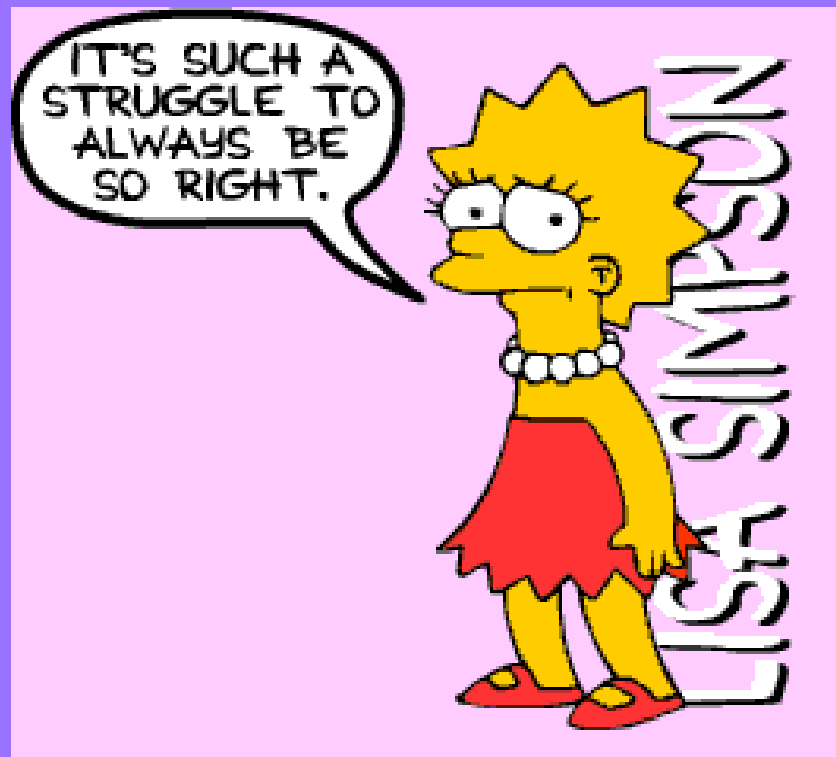
When is the "teachable moment"?



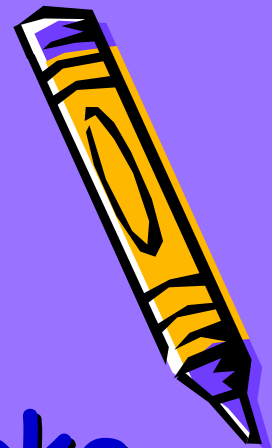
- During the disaster?
 - After the disaster?
- OR
- When your **CHILD** asks why you don't have a disaster kit?



***Parents: How often have
your children instigated
change in your home?***



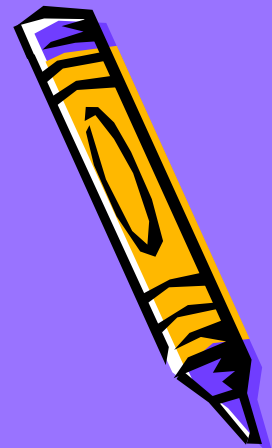
Did **YOUR** children...



- Make you change your smoke alarm batteries?
- Practice the home fire drill?
- Tell you when they saw a fire hazard?



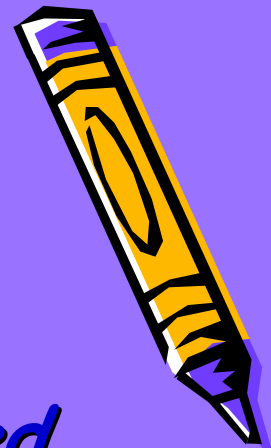
Wouldn't it be great if:



- Your children asked you about creating a "ready" kit?
- Your children asked you about having a disaster plan?
- Your children knew what to do in case of the most common disasters for your area?



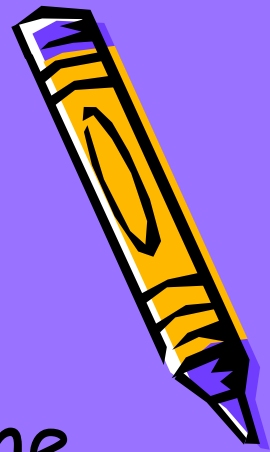
Fire & Life Safety Educators



- *Have recognized for years that children are our best means of getting the message to the largest audience - WHY?*



Because Adults are more likely to act:



- To a perceived threat to a loved one.
- Fosters conversation; changing behavior to reduce risk.
- Engages rather than disengages



And these same principles will apply IF:

- Engage with simple, positive messages
- People must think that this can happen to them where they are for them to "buy in".
- Avoid jargon
- Consistent messages



Others agree with this concept....



- Are you aware of the Home Safety Council's efforts to have children educate their parents about disaster preparedness? Materials went to EVERY 3rd and 4th grade classroom in the US! Go to: www.kidsprepareamerica.org



OK, but will it work for Emergency Preparedness?

Lessons learned as a child can last a
lifetime

Reinforcement as a youth in a program
such as Teen CERT will allow you to:

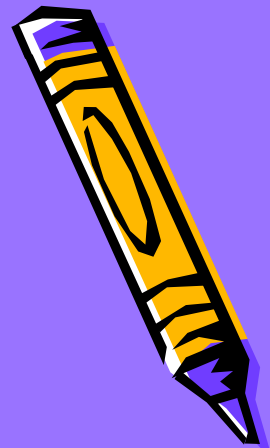
- Educate about variety of risks

- Assist in response/recovery efforts

- Empower to use this knowledge &
experience in a variety of future
ways



Cost/Benefit analysis



- Programs such as the Scout's Explorers, junior firefighters, etc. have used young teenagers for years to assist with response/recovery successfully.
- Must have strong adult supervision
- Must have youth who are interested



Is it worth it?



- Time, money and a LOT of adult supervision and effort
- Results: Adults who "get" the key messages of emergency management
- Adults who are actively engaged in EM in their localities



Is it worth it?

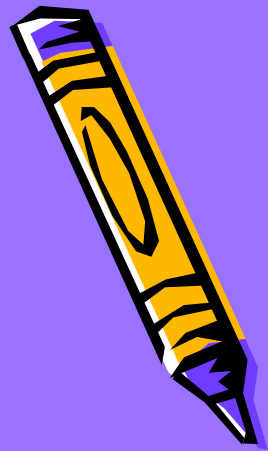


- A potential reduction of disaster-related casualties
- Service to your locality in time of need
- Better prepared residents of your locality
- Businesses which are better prepared to remain profitable after a disaster

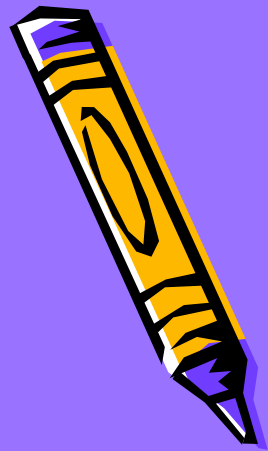


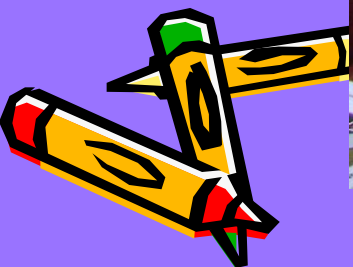
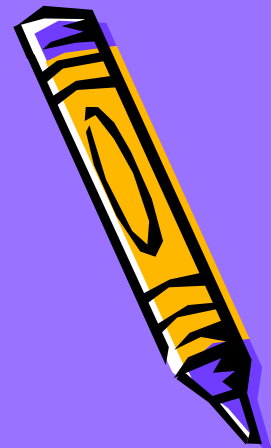
Convinced?

- *A good idea is worth stealing!*

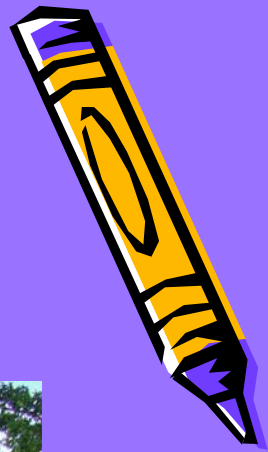


Some organizations where youth learn & participate in Emergency Preparedness activities





Youth at Open House



Our future!

